

## PARKS AND RECREATION

February 2025

### DIRECTOR'S REPORT

#### Updates in Red

##### Festivals

- Festival website updates-ongoing
- Revisions for 2025 sponsorship package are finalized and began sending out to businesses. Created new level of sponsorship, Title Sponsor \$7500. **Packets were sent out to all previous sponsors and funds are being received. Title Sponsorship has been sold.**
- Contacted Hampton Inn regarding hotel links for festival attendees and vendors to be posted on our websites.
- Prepared and submitted grant for Swansboro TDA-\$6500 requesting funds for Swansboro Festivals 2024-25 fiscal year. **Presented and requested \$6500 for Swansboro Festivals. The grant was awarded.**
- Working with Front Row Communications for the Crystal Coast Visitors Guide festival dates and descriptions.
- Submitted permit application to US Coast Guard for the Independence Day Celebration fireworks.

##### ARP Project Updates

###### *Basketball Courts*

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets).
- Equipment has been received.
- Resurfacing will take place after the first of the year, weather conditions need to be warmer. **Resurfacing planned for the first week in May.**

###### *Replacement of outdoor toilets/water fountains:*

- Refillable water bottle and fountains replaced in Recreation Center
- Outdoor toilets-Replaced in Bicentennial, Pirates Den, and Municipal Parks. The contractor is working with ONWASA for plumbing issues.

###### *Splashpad*

- Remaining amenities ordered and received
- Amenities will be installed March/April timeframe. **The department will hold a ribbon cutting in May after the Splashpad opens for the season. Date and event detail TBD.**

##### Events

###### *PirateFest*

- Annual event held the second Saturday in May (May 10, 2025) in partnership with Onslow County Parks and Recreation.
- Scheduled and attended the first meeting to establish a projected budget for the 2025 PirateFest.
- Prepared, submitted, and presented to Swansboro TDA requesting \$2000 and the STDA approved the request for \$2000 for the annual event.
- Began preparing presentation to the Board of Commissioners to reallocate funds needed to host the annual PirateFest event.

##### Miscellaneous

- Prepared and submitted the 2025-26 budget, including CIP and staff requests
- Began reaching out to vendors for Pickleball court quotes.
- Contacted consultant inquiring about stormwater permit for Municipal Park.
- Gathering information to submit letter to North Carolina Department of Natural and Cultural Resources for change of use for the skatepark in Municipal.
- Attend Recreation Resource Services Annual Directors Conference.
- Manage on-going reservations
- Attend bi-weekly departmental managers' meeting.
- Continue to manage staff timesheets, hours tracking, and schedules.

- Continue to manage and monitor budget and funds.
- Continue to manage on-going weekly and monthly reservations.
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance.
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day-to-day operations of the Recreation Center.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

### Metrics-social media

#### February

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook	18,398	38,800	4,100	1624,400	120
Instagram	902	276		1900	

### Activity Report

#### February

### Organization Activity

From 2/1/2025 to 3/3/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	194	29	9	0	102
Resident	30	7	1	0	5
Non-Resident	164	22	8	0	97
No Residency Set	0	0	0	0	0
<b>Demographics</b>					
< 18	33	4	2	0	14
18 - 65	108	18	6	0	70
65+	53	7	1	0	18
Male	57	14	1	0	35
Female	137	15	8	0	67
Other Genders	0	0	0	0	0
<b>Online vs In-House</b>					
Online	59	0	0	N/A	59
In-Person	135	29	9	N/A	43

**Revenue  
February**

Slip Fee - Town Dock	\$1620
Rental Fees-Parks	\$1275
Rentals Rooms	\$3045
Rec Program Fees	\$3419
Gym Memberships	\$155
Dog Park Memberships	\$30
Festival Vendor Fees	\$4483
2025 Festival Sponsorships	\$7500

**PROGRAM/EVENT MANAGER MONTHLY REPORT**

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration
- Completed instructor payouts for recently finished programs
- Completed weekly Community Service hours
- Completed monthly reservation receipts
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Attended TAC meeting
- Continued to work on 2025 instructor contracts
- Reorganized several spaces in Recreation Center
- Gathered several festival quotes for the 2025 festivals
- Finalized first draft of 2025-26 budget
- Executed both Valentine's programs including Game Night and Galentine's Craft Night
- Attended Parks & Recreation Advisory Board meeting
- Attended Senior Games meeting and finalized game managers
- Posted and planned several new programs including Spring Break Camp, STEM MineCraft Camp, First Aid and CPR class, Spring Blooms Wreath Class, and Mindfulness Programs
- Planned and scheduled 3 theatre trips
- Began planning and posting Easter Egg Hunt
- Completed grant for sports equipment for Tiny Trekkers and Sprout Scouts
- Submitted Health Department application for Touch-A-Truck
- Began securing vendors and contracts for PirateFest
- Partnered with Navy Federal Credit Union to offer free financial workshop
- Distributed 2025 Festival packets and met with new potential sponsors

**Planned Programs**

**Tiny Trekkers – February 14<sup>th</sup>**

- 10 registered and 10 attended

**Sprout Scouts- February 7<sup>th</sup>**

- 10 registered and 9 attended
- 4 waitlisted

**POUND! – January 18<sup>th</sup> – February 15<sup>th</sup>**

- 15 drop-ins
- 5 series

**POUND! – February 22<sup>nd</sup> – March 22<sup>nd</sup>**

- 13 drop-ins
- 2 series

**Tai Chi – January 9<sup>th</sup> – February 13<sup>th</sup>**

- 10 registered
- 4 waitlisted

**Tai Chi – March 6<sup>th</sup> – April 10<sup>th</sup>**

- 10 registered
- 3 waitlisted

**Valetine’s Game Night – February 8<sup>th</sup>**

- 6 couples registered, 6 attended

**Galentine’s Craft Night – February 13<sup>th</sup>**

- 15 registered, 12 attended
- 1 waitlisted

**Touch-A-Truck – April 26<sup>th</sup>**

- 18 vehicles registered
- 2 food vendors